



# Meetings and Incentives

## Chapter 10



# Meetings

- International Term for Meeting
  - Congress
  
- Three Elements for all meetings
  - Education
  - Politics
  - Communication

# Who Planned This Meeting?

- Meeting Planners
- Travel Agents
- Corporate Travel Managers







# Meetings

- Romans – Forums
- Teleconferencing – *Individuals or groups assembled in different places and brought together by video technology and satellite communication*

# How many meetings do we NEED?

- More than **1 million** meetings, conferences, and conventions are attended by **81 million** people every year, contributing more than **\$50 billion** annually to our economy!





## Define

- **Clinic** – a workshop where attendees learn by doing
- **Convention** – a large meeting of people assembled for some common purpose
- **Panel** – two or more speakers stating their viewpoints



## Define

- **Seminar** – a gathering of professionals working together under the guidance of a discussion leader
- **Workshop** – a small group led by a trainer concentrating on skill enhancement

# Duties of a Meeting Planner

- Assess Demand
- Select the Site
- Negotiate with Suppliers
- Determine the Price
- Promote the Product
- Handle Reservations & Payments
- Operate the Meeting
- Follow Through





# Sites for Meetings

- Airport Hotels
- Downtown Hotels
- Conference Centers
- Cruises





## 5 Steps in Site Selection

- Define a meeting's purpose
- Develop possible formats
- Detail participants needs and wants
- Identifying a meeting's physical needs
- Prepare a preliminary budget

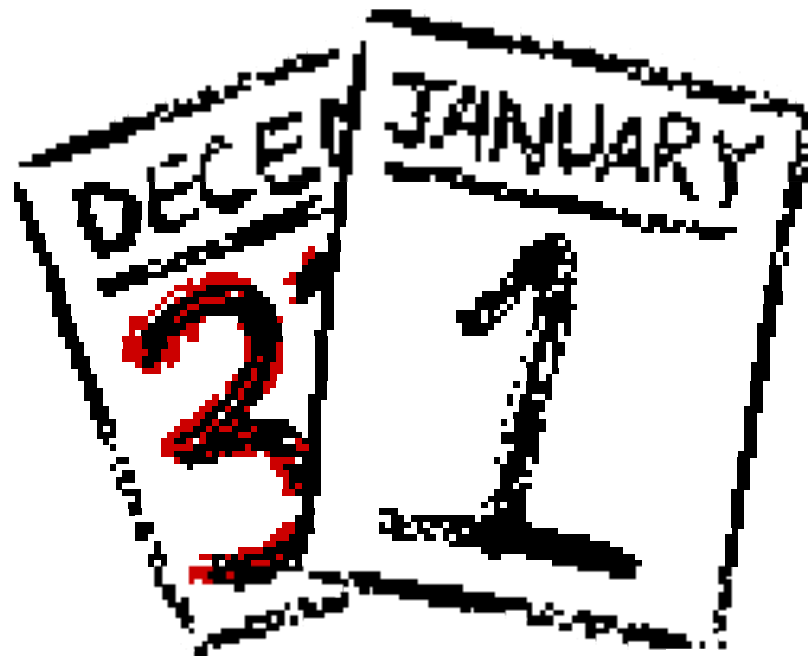
# Convention and Visitors Bureaus

- Market a city or an area, its facilities, and its attractions to both leisure and business travelers



# Discounts

- Size of the room block
- Day of the week
- Time of year







## It was a Success!

- Timing
- Site Selection
- Meeting Theme
- Creative Promotion



## Incentives

- **Early Bird** - Discounts for signing-up by a certain day
- **Incentive** – Anything that moves a person to increase effort
- **Travel rewards** have turned out to be one of the best incentives!